Action KSHB-TV

ORDER

Flight Dates 07/24/12-08/15/12

Order Sep 00:20:00

Product Estimate # 724815

Contract / Revision 305476 / USCOC-US Chamber of Commerce Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

08/08/12 08/08/12 Billing Contact Order Type GENERAL

Advertiser US Chamber of Commerce Billing Cycle EOM/EOC

814 King Street - Suite 400 Billing Calendar BROADCAST

Alexandria, VA 22314-3039

Demographic A35+

Agency Smart Media Group

Buying Contact

Rev Codes

POL POL ISS

Buying Contact

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-2

814 King Street - Suite 400
Alexandria, VA 22314-3039
Agency Ref
Advertiser Ref

Primary Account Executive

Tara Washburn

Account Executive Order% Start Date End Date

Tara Washburn 100%

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Market Value

Order Share %

Order Totals Billing Plan

of Spots Month Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount \$22,650.00 July 2012 16 \$19,252.50 \$22,650.00 39.00 06/25/12 07/29/12 16 \$19,252.50 \$36,167.50 \$42,550.00 August 2012 39 \$36,167.50 \$42,550.00 136.30 07/30/12 08/13/12 39

Totals 55 \$55,420.00 \$65,200.00 175.30

									Tota	als_
Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 KSHB 07/25/12 08/13/12	M-F 4-430p Jeopardy	СМ	4-430p	1- 1- 1	:30	3 \$	300.00 P-2	3.70 NM	12	\$3,600.00
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	<u>Weekdays</u> 122	Spots/Week 5	Rate \$300.00	Rating 3.70						
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>D</u> 1 KSHB 07/23/12-07/29/12 M	escription		/End Time		<u>W eekdays</u> W F	Length:		Rtg Type 3.70 NM		
Credited [revising-putting \$ back or	•	4-430	υþ		W I'	.30	/ (\$300.00)	3.70 NW		
Week: 07/30/12 08/05/12	21111	6	\$300.00	3.70						





Contract / Revision 305476 Flight Dates 07/24/12-08/15/12 Hiatus Dates

<u>Original Date / Revision</u> 08/08/12/ 08/08/12 <u>Order Sep</u> 00:20:00

Advertiser US Chamber of Commerce Product USCOC-US Chamber of CorEstimate # 724815

la Chart	F	Incompany Codo	Duant	Ctout/End I	- Dava	Lan Chata	Data Dei	Dan Tuna	Tota	
Ln Ch Start	End	Inventory Code	вгеак	Start/End T		Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSHB 07/25/1	2 08/13/12	M-F 4-430p Jeopardy	СМ	4-430p	1- 1- 1-	- :30 3	\$300.00 P-2	3.70 NM	12	\$3,600.00
<u>Start Date</u> Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> 21111	Spots/Week 6	Rate \$300.00	Rating 3.70					
Spot Ch Date Rai	<u>nge</u> D	escription escription	<u>Star</u>	t/End Time		Weekdays Ler	ngth Rate	Rtg Type		
13 KSHB 07/30/12	2-08/05/12 N	1-F 4-430p	4-43	30p		MTWThF	:30 (\$300.00)	3.70 <i>NM</i>		
See MG 1.1										
[Olympic Sp		-								
14 KSHB 07/30/12		1-F 4-430p	4-43	30p		MTWThF	:30 (\$300.00)	3.70 <i>NM</i>		
See MG 1.1 [Sports Late										
16 KSHB 08/10/12	2-08/13/12 N	I-F 4-430p	4-43	30p		MF	:30 \$300.00	3.70 NM		
MG for 4.5,1	.14,1.13									
17 KSHB 08/10/12	2-08/13/12 N	I-F 4-430p	4-43	30p		MF	:30 \$300.00	3.70 NM		
MG for 4.5,1	.14,1.13									
18 KSHB 08/10/12	2-08/13/12 N	I-F 4-430p	4-43	30p		MF	:30 \$300.00	3.70 NM		
→ MG for 4.5,1	.14,1.13									
Week: 08/06/12	08/12/12	1	1	\$300.00	3.70					
Week: 08/13/12	08/19/12		0	\$0.00	0.00					
2 KSHB 07/24/1	2 08/07/12	NBC Action News		6-630p	- 1- 1	- :30 2	\$675.00 P-2	5.20 NM	8	\$5,400.00
Start Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 07/23/12	07/29/12	- 1- 11	3	\$675.00	5.20					
Spot Ch Date Ra		<u>escription</u>		t/End Time				Rtg Type		
		IBC Action News at	<i>t 6p</i> 6-63	30p		- T- Th	:30 (\$675.00)	5.20 <i>NM</i>		
See MG 2.6 [SPOT NOT		NOT READY FOR	AIR ON TUE]						
6 KSHB 07/23/12	2-07/29/12 N	IBC Action News at	<i>t 6p</i> 6-63	30p		W	:30 (\$675.00)	5.20 <i>NM</i>		
⊕ Credited										
	-	nto the lines]								
Week: 07/30/12	08/05/12	11111	5		5.20					
Week: 08/06/12	08/12/12	1	1	70.0.00	5.20					•
3 KSHB 07/24/1:	2 08/15/12	M-F 1035-1135p Tonight Show	СМ	1035-1135p	- 112	- :30 4	\$350.00 P-1	2.30 NM	11	\$3,850.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/23/12	07/29/12	- 1122	6	\$350.00	2.30					





<u>Contract / Revision</u> 305476 <u>Flight Dates</u>07/24/12-08/15/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/08/12/ 08/08/12 <u>Order Sep</u> 00:20:00

Advertiser US Chamber of Commerce Product USCOC-US Chamber of CorEstimate # 724815

												Tota	als
Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Spots	F	Rate Pri	Rtg Ty	уре 🤄	_	Amount
3 KSHB	07/24/1	2 08/15/12	M-F 1035-1135p	CM	1035-1135	p - 112	:30	4 \$3	50.00 P-1	2.30	NM	11	\$3,850.00
			Tonight Show					•					+ - /
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 07/	23/12	07/29/12	- 1122			2.30							
	Date Ra		<u>Description</u>		rt/End Time			ength		Rtg Ty	_		
			Л-F 1035-1135p	103	5-1135p		- TWTh	:30	(\$350.00)	2.30	NM		
	e MG 3.8		NOT DEADY FOR		·1								
•			[/] NOT READY FOR <i>N-F 1035-1135</i> p		:] 85-1135p		- TWTh	:30	(\$350.00)	2 20	N/N 4		
	edited	-01/29/12 N	n-r-1033-1133p	100	105p		- 1 W111	.30	(\$000:00)	2.30	IVIVI		
		ting \$ back o	onto the lines]										
-	٠.	•	Л-F 1035-1135p	103	5-1135p		W	:30	(\$350.00)	2.30	NM		
⊕ Cre			•						,				
[rev	vising-put	ting \$ back o	onto the lines]										
9 KSHE	3 07/23/12	2-07/29/12 N	Л-F 1035-1135p	103	5-1135p		- ТWГhF	:30	(\$350.00)	2.30	NM		
			3.21,3.22,3.23,3.24										
-			NV.CODE/ PROGE	RAM HAS CH	ANGED DUE	TO OLYMPICS			-				
			Л-F 1035-1135p		5-1135p		- TWThF	:30	(\$350.00)	2.30	NM		
			3.21,3.22,3.23,3.24		ANCED DUE	TO OLVMBIO	S AND NEW O ALE	INO 4	005 44051				
			NV.CODE/ PROGE			: TO OLYMPICS	MTWThF			2 20	NINA		
		2-08/06/12 N	•)-5p		WII W I IIF	:30	\$350.00	2.30	INIVI		
			.15,3.13,3.11,3.14,3 4 E 430 En	•	. En		MTWThF	.20	<u> </u>	2 20	NINA		
_		2-08/06/12 N	•)-5p		WII W I IIF	:30	\$350.00	2.30	INIVI		
			.15,3.13,3.11,3.14,3 4 E 420 E=				MTWThF	.00	#250.00	0.00	NIN 4		
_		2-08/06/12 N	•	430	- 5 p		WII W I IIF	:30	\$350.00	2.30	INIVI		
			.15,3.13,3.11,3.14,3 4 E 420 E=				MTWThF	.00	#250.00	0.00	NINA		
		2-08/06/12 N	•	430	- 5 p		WII W I IIF	:30	\$350.00	2.30	INIVI		
			.15,3.13,3.11,3.14,3				MTWThF	.00	#250.00	0.00	NINA		
		2-08/06/12 N	•	430	- ə p		MI WI III	:30	\$350.00	2.30	INIVI		
			.15,3.13,3.11,3.14,3		. En		MTWThF	.20	<u> </u>	2 20	NINA		
_		2-08/06/12 N	л-г 430-5р .15,3.13,3.11,3.14,3	430	- ə p		MI WI III	:30	\$350.00	2.30	INIVI		
		,3. 12,3. 10,3. 2-08/06/12 N)-5p		MTWThF	:30	¢250.00	2 20	NIM		
_			.15,3.13,3.11,3.14,3		-5p		WII W I IIF	.30	\$350.00	2.30	INIVI		
		,3.12,3.10,3. 2-08/06/12 N)-5p		MTWThF	:30	\$350.00	2 20	NIM		
_			.15,3.13,3.11,3.14,3		-5p		IVII WI III	.30	φ330.00	2.30	INIVI		
		,3. 12,3. 10,3. 2-08/06/12 N		-)-5p		MTWThF	:30	\$350.00	2 30	МИ		
			.15,3.13,3.11,3.14,3		- - 0p		MIT AN I 111	.50	φ330.00	2.30	IAIVI		
Week: 07/		,3. 12,3. 10,3. 08/05/12	21111	•	\$350.00	2.30							
vveek. 07/	JU/ 12	00/03/12	₩1111		\$350.00	2.30					•		





<u>Contract / Revision</u> 305476 <u>Flight Dates</u>07/24/12-08/15/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/08/12/ 08/08/12 <u>Order Sep</u> 00:20:00

Advertiser US Chamber of Commerce Product USCOC-US Chamber of CorEstimate # 724815

													Tota	ale
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Da	vs Le	en Spo	ts	Rate Pri	Rtg Type		Amount
			2 08/15/12	M-F 1035-1135p	CM	1035-1135p		2	:30		350.00 P-1			\$3,850.00
				Tonight Show						·				* - /
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
_	ek: 07/		08/05/12	21111	6		2.30							
Spot 11		Date Rai		Description N-F 1035-1135p		<u>t/End Time</u> 5-1135p		<u>W eel</u>	<u>(days</u> 'hF	Length		Rtg Type 2.30 NM		
,,				3.21,3.22,3.23,3.2 <i>4</i>		J-1133P		MIIWI	111	.50	14000.00)	2.30 14101		
				EMPTED/ OLYMPI	, ,	PM/ NEWS A	AIRS 11-113	OPM/ PLE	ASE RE	VISE]				
12	KSHE	07/30/12	2-08/05/12 N	<i>Л-</i> F 1035-1135p	103	5-1135p		MTWI	hF	:30) (\$350.00)	2.30 <i>NM</i>		
				3.21,3.22,3.23,3.24 EMPTED/ OLYMPI	, ,	PM/ NEWS A	AIRS 11-113	30PM/ PLE	ASE RE	VISE]				
13	-			Л-F 1035-1135p		5-1135p			hF	-	(\$350.00)	2.30 NM		
				3.21,3.22,3.23,3.24		·								
	-			EMPTED/ OLYMPI			AIRS 11-113			-				
14				Л-F 1035-1135p		5-1135p		MIWI	hF	:30) (\$350.00)	2.30 <i>NM</i>		
				3.21,3.22,3.23,3.24 EMPTED/ OLYMPI		PM/ NFWS A	MRS 11-113	OPM/ PLF	ASE RE	VISF1				
15	-			Л-F 1035-1135p		5-1135p			hF	-	(\$350.00)	2.30 NM		
				3.21,3.22,3.23,3.24							,			
	[TC	NIGHT S	SHOW PRE	EMPTED/ OLYMPI	CS AIRS 7-11	PM/ NEWS A	AIRS 11-113	OPM/ PLE	ASE RE	VISE]				
16				Л-F 1035-1135p		5-1135p		MTWT	hF	:30) (\$350.00)	2.30 <i>NM</i>		
				3.21,3.22,3.23,3.24 EMPTED/ OLYMPI		DM/NEWS/	VIDQ 11 111	ODM/ DIE	A SE DE	/IQE1				
We	ek: 08/		08/12/12	1		\$350.00	2.30	OUTIVI/ FLE	AGE NE	VISE				
Spot		Date Ra		<u>Description</u>		t/End Time	2.00	Week	days	Length	Rate	Rtg Type		
17				Л-F 1035-1135p		5-1135p		M		:30) (\$350.00)	2.30 <i>NM</i>		
				3.21,3.22,3.23,3.24										
\\/o	pro] /ek: 08	-	ng -olympics 08/19/12	scheduledes	0	\$0.00	0.00							
				Sa Late News	CM	10-1030p		S-	:30	1 9	700.00 P-2	5.10 NM	2	\$1,800.00
L 4 1	NOI ID	01/24/1	2 00/11/12	Late News Sa	Civi	10-1030р		5-	.50	1 4	700.001 -2	3.10 INIVI		ψ1,000.00
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
We	ek: 07/	23/12	07/29/12	S-	1	7	5.10							
<u>Spot</u>		Date Ra		Description		t/End Time		<u>W eel</u>		Length		Rtg Type		
7	_	e MG 4.4		Sa Late News	10-1	030p			Sa	.30) (\$700.00)	5.10 <i>NM</i>		
				ld be OLY LN @150	001									
We	ek: 07/		08/05/12	S-	-	\$700.00	5.10							
<u>Spot</u>	<u>Ch</u>	Date Ra	nge <u>C</u>	<u>Description</u>		t/End Time		Week	-	Length		Rtg Type		
2				Sa Late News	10-1	030p			Sa	:30) (\$700.00)	5.10 <i>NM</i>		
		e <i>MG 4.4</i> r MW / S.		ld be OLY LN @150	001									
4				Sa Late News	-	030p			Sa	:30	\$1,500.00	5.10 NM		
(® MG	6 for 4.3,4	1.1,4.2											
	-	ie To Plac	-											
			2-08/05/12 N	Л-F 4-430p	4-43	80p		- T- T	h	:30) (\$300.00)	5.10 <i>NM</i>		
(-	e MG 1.1 orts Late	6,1.17,1.18 -Runl											
6			-1341) 2-08/05/12 N	Л-F 4-430p	4-43	30p		- T- T	h	:30	\$300.00	5.10 NM		
	_	6 for 4.3,4		· · F		- 1-				.50	+300.00	22		
	ek: 08/	•	08/12/12		0	\$0.00	0.00							
5 I	KSHB	07/24/1	2 07/27/12	M-F 630-7p	СМ	630-7p	:	1	:30	2 \$	950.00 P-2	5.90 NM	2	\$1,900.00
				M-F 630-7p										

Page 5 of 5 Print Date: 08/08/12



Contract / Revision 305476 Flight Dates 07/24/12-08/15/12 **Hiatus Dates**

<u>Original Date / Revision</u> 08/08/12/ 08/08/12 Order Sep 00:20:00

Advertiser US Chamber of Commerce Product USCOC-US Chamber of CorEstimate # 724815

								Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
5 KSHB 07/24/12 07/27/12	M-F 630-7p M-F 630-7p	СМ	630-7p	11	- :30	2 \$950.00 P-2	5.90 NM	2	\$1,900.00
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 07/23/12 07/29/12	111	3	\$950.00	5.90	M/ a alvalavva	Lanath Data	Dto. Tura		
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>I</u> 1 KSHB 07/23/12-07/29/12 I	Description M-F 630-7p	<u>Start</u> 630-	/End Time		<u>W eekdays</u> WTh	Length Rate :30 (\$950.00)	Rtg Type		
Credited	W-1 030-1P	030-	<i>,</i> b		WIII	.50 (\$500.00)	J.90 TVIVI		
[revising-putting \$ back of	onto the lines]								
3 KSHB 07/23/12-07/29/12 I		630-	7p		WThF	:30 (\$950.00)	5.90 <i>NM</i>		
See MG 5.4	•		•			,			
[630-7 IS PART OF THE	OPENING CERE	MONY/ THIS R	ATE WILL N	OT CLEAR]					
4 KSHB 07/30/12-07/30/12 (Oly Zone	630-	7pm		M	:30 \$950.00	5.90 NM		
● MG for 5.3 07/27									
6 KSHB 07/30/12 08/06/12	Oly Zone	СМ	630-7pm	1- 1- 1-	- :30	3 \$950.00 P-2	5.90 NM	6	\$5,700.00
	Oly Zone								
Start Date End Date	W eekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 07/30/12 08/05/12	11111	5	\$950.00	5.90					
Week: 08/06/12 08/12/12	1	1	\$950.00	5.90				_	
7 KSHB 07/28/12 08/11/12	,	CM	630-7pm	S	S- :30	1 \$500.00 P-3	3.30 NM	2	\$1,000.00
0	Oly Zone	0	5.	5					
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$500.00	Rating 3.30					
Week: 07/23/12 07/29/12 Week: 07/30/12 08/05/12	S-	1	\$500.00	3.30					
Week: 08/06/12 08/12/12		0	\$0.00	0.00					
8 KSHB 07/28/12 08/06/12	Oly Prime M-Su	СМ	Various	1-1	- :30	2 \$4,000.00 P-2	0.00 NM	10	\$40,000.00
	Olympic Prime					. ,			, ,
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/23/12 07/29/12	22	4	\$4,000.00	0.00					
Week: 07/30/12 08/05/12	21-1-1-	5	\$4,000.00	0.00					
Week: 08/06/12 08/12/12	1	1	\$4,000.00	0.00				_	
9 KSHB 07/28/12 07/29/12	,		9a-5p	1	1 :30	2 \$975.00 P-2	0.00 NM	2	\$1,950.00
Otavi Bata - E - I B :	Olympic Wknd Da	•	(9:00 AM-5:0	,					
Start Date End Date	<u>W eekdays</u> 11	Spots/Week	Rate	Rating					
Week: 07/23/12 07/29/12	11	2	\$975.00	0.00					

Totals 55 \$65,200.00